

## ORDER



**Orders**  
**Order / Rev:** 57085  
**Alt Order #:**  
**Product Desc:** ESTIMATE 12056  
**Estimate:** 12056  
**Flight Dates:** 10/01/12 - 10/07/12  
**Original Date / Rev:** 09/17/12 / 09/17/12  
**Order Type:** CIA - O

## KTVX-TV

**Primary AE:** Office Accounts  
**Sales Office:** SLC  
**Sales Region:** Local

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Matheson for Congress 2012  
**Demographic:** HH  
**Product Codes:** US Congress  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	57	\$14,200.00	\$12,070.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	57	\$14,200.00	\$12,070.00	0.00
<b>Totals</b>	<b>57</b>	<b>\$14,200.00</b>	<b>\$12,070.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/01/12	10/05/12	ABC4 News at 10pm M-EM M-F 10p-1036p		10p-1036p	21111--	:30	6	\$400.00	P-3	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	21111--		6			\$400.00			0.00			
E 2	KTVX	10/06/12	10/06/12	ABC4 News at 10pm SaCM Sa 10p-1030p		10p-1030p	-----S-	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1			\$325.00			0.00			
E 3	KTVX	10/02/12	10/05/12	Nightline M-F 1036p-1103p	CM	1036p-1103p	-1--1--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1--1--		2			\$200.00			0.00			
E 4	KTVX	10/01/12	10/05/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	11111--	:30	5	\$95.00	P-3	0.00	NM	5	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5			\$95.00			0.00			
E 5	KTVX	10/01/12	10/05/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	11111--	:30	5	\$130.00	P-3	0.00	NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5			\$130.00			0.00			
E 6	KTVX	10/01/12	10/05/12	Good Morning America GMA 7a-9a	CM	7a-9a	11111--	:30	5	\$140.00	P-3	0.00	NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5			\$140.00			0.00			

Order / Rev: 57085  
 Alt Order #:  
 Flight Dates: 10/01/12 - 10/07/12

Advertiser: Matheson for Congress 2012  
 Product Desc: ESTIMATE 12056  
 Estimate: 12056

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KTVX	10/02/12	10/02/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	-1-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-1-----		1			\$125.00			0.00			
E 8	KTVX	10/04/12	10/04/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	---T---	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1			\$150.00			0.00			
E 9	KTVX	10/05/12	10/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	----F--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--		1			\$100.00			0.00			
E 10	KTVX	10/01/12	10/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	11111--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5			\$250.00			0.00			
E 11	KTVX	10/01/12	10/05/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5			\$165.00			0.00			
E 12	KTVX	10/01/12	10/05/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5			\$165.00			0.00			
E 13	KTVX	10/01/12	10/05/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	11111--	:30	5	\$165.00	P-3	0.00	NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5			\$165.00			0.00			
E 14	KTVX	10/01/12	10/05/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5			\$200.00			0.00			
E 15	KTVX	10/07/12	10/07/12	ABC4 News at 10pm Su Su 10p-1030p	CM	6:00 PM-9:00 PM (6:00 PM-9:00 PM)	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1			\$500.00			0.00			
N 16	KTVX	10/06/12	10/06/12	Sat ABC4 News @ 5p Sat ABC4 News @ 5p	CM	5p-530p	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1			\$175.00			0.00			
N 17	KTVX	10/07/12	10/07/12	SUN ABC4 News @ 5p SUN ABC4 News @ 5p	CM	5p-530p	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1			\$175.00			0.00			
N 18	KTVX	10/03/12	10/03/12	M-F 630p-7p M-F 630-7p	CM	630-7p	--W----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1			\$400.00			0.00			
N 19	KTVX	10/01/12	10/01/12	Mon Prime Mon 7p-10p	CM	7:00 PM-9:00 PM (7:00 PM-9:00 PM)	M-----	:30	1	\$2,900.00	P-3	0.00	NM	1	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1			\$2,900.00			0.00			
													Totals	57	\$14,200.00